

# October 2023 Direct Sales Content Calendar

Use these post ideas to plan your social media content for the month.

## Week 1: October 1 - 7

<b>10/1/2023</b>	<b>International Coffee Day (October 1)</b>  Share a recipe for your favorite coffee drink or coffee-inspired dessert. You could also offer a discount on coffee-related products or services.  <b>Suggested Hashtags:</b> #InternationalCoffeeDay #CoffeeLover #CoffeeRecipes
<b>10/2/2023</b>	<b>Breast Cancer Awareness Month</b>  Share information about breast cancer awareness, prevention, and early detection. You could also donate a portion of your sales to a breast cancer awareness charity.  <b>Suggested Hashtags:</b> #BreastCancerAwarenessMonth #Pinktober #SupportTheCause
<b>10/3/2023</b>	<b>National Book Month</b>  Recommend books that you think would be helpful for direct sales consultants, such as books on sales, marketing, personal development, and entrepreneurship.  <b>Suggested Hashtags:</b> #NationalBookMonth #BookRecommendation #ReadingList

## October 2023 Direct Sales Content Calendar

<b>10/4/2023</b>	<b>National Work and Family Month</b>  Share tips on how to balance work and family life, especially for direct sales consultants who work from home. You could also share your own personal story about how you manage to balance both.  <b>Suggested Hashtags:</b> #NationalWorkAndFamilyMonth #WorkLifeBalance #FamilyFirst
<b>10/5/2023</b>	<b>World Teachers' Day (October 5)</b>  Show appreciation for teachers and all the hard work they do. Let your followers sponsor gifts for teachers.  <b>Suggested Hashtags:</b> #WorldTeachersDay #ThankATeacher #EducationMatters
<b>10/6/2023</b>	<b>World Smile Day (October 6)</b>  Share a photo of yourself smiling and encourage your followers to do the same. You could also share a story about a time when someone's smile made your day.  <b>Suggested Hashtags:</b> #WorldSmileDay #Smile #SpreadJoy
<b>10/7/2023</b>	<b>Emotional Wellness Month</b>  Share resources on how to improve emotional wellness, such as self-care tips, stress management techniques, and mental health awareness information.  <b>Suggested Hashtags:</b> #EmotionalWellnessMonth #MentalHealth #SelfCare #SuccessMindset

## Week 2: October 8 - 14

<b>10/8/2023</b>	<b>National Heroes' Day (October 8)</b>  Share a story about a hero in your life or in your community.  <b>Suggested Hashtags:</b> #NationalHeroesDay #HeroesAmongUs #Inspiration
<b>10/9/2023</b>	<b>Brand Values</b>  Share your brand's commitment to sustainability and eco-friendliness, emphasizing responsible sourcing and packaging.  <b>Suggested Hashtags:</b> #Sustainability #EcoFriendly
<b>10/10/2023</b>	<b>World Mental Health Day (October 10)</b>  Share could also share your own personal experience with mental health and how it has impacted your direct sales business.  <b>Suggested Hashtags:</b> #WorldMentalHealthDay #MentalHealthMatters #SelfCareJourney
<b>10/11/2023</b>	<b>Quotes and inspiration</b>  Inspire your followers with a message about the power of self-belief and the potential for personal growth in the direct sales industry.  <b>Suggested Hashtags:</b> #SelfBelief #PersonalGrowth

## October 2023 Direct Sales Content Calendar

<b>10/12/2023</b>	<b>Happy Customers</b>  Showcase customer reviews and testimonials highlighting their positive experiences with your products or services.  <b>Suggested Hashtags:</b> #HappyCustomers #Testimonials
<b>10/13/2023</b>	<b>Sneak Peek</b>  Tease an upcoming product or project, generating excitement and curiosity among your followers.  <b>Suggested Hashtags:</b> #SneakPeek #ComingSoon
<b>10/14/2023</b>	<b>National Dessert Day (October 14)</b>  Post a photo of your favorite dessert or share a recipe or a product related to your favorite dessert, such as a scented or flavored product.  <b>Suggested Hashtags:</b> #NationalDessertDay #DessertLover #SweetTreats

### Week 3: October 15 - 21

<b>10/15/2023</b>	<b>National Parenting Week (October 16-October 20)</b>  Share tips for parents on how to raise happy and healthy children. You could also share your own personal parenting stories or experiences.  <b>Suggested Hashtags:</b> #NationalParentingWeek #ParentingTips #FamilyLife
-------------------	---

## October 2023 Direct Sales Content Calendar

<b>10/16/2023</b>	<b>Feature Spotlight</b>  Highlight a specific product from your brand and explain its unique features and benefits.  <b>Suggested Hashtags:</b> #ProductSpotlight #FeaturesAndBenefits
<b>10/17/2023</b>	<b>National Pasta Day (October 17)</b>  Share a recipe for your favorite pasta dish. Encourage your followers to share photos of their favorite pasta dishes too.  <b>Suggested Hashtags:</b> #NationalPastaDay #PastaLovers #Foodie
<b>10/18/2023</b>	<b>Product Demonstration</b>  Create a video demonstration showing how to use a product effectively.  <b>Suggested Hashtags:</b> #ProductDemo #HowToUse
<b>10/19/2023</b>	<b>National New Friends Day (October 19)</b>  Share a story about how you made a new friend or share tips on how to make new friends and connections.  <b>Suggested Hashtags:</b> #NationalNewFriendsDay #NewFriends #Friendship

## October 2023 Direct Sales Content Calendar

<b>10/20/2023</b>	<b>Flash Sale</b>  Announce a limited-time flash sale to create urgency for potential customers, driving immediate action.  <b>Suggested Hashtags:</b>
<b>10/21/2023</b>	<b>Sweetest Day (October 21)</b>  Share a story about a sweetheart in your life, such as your spouse, partner, child, or friend. Share a list of gift ideas.  <b>Suggested Hashtags:</b> #SweetestDay #Sweethearts #Love

### Week 4: October 22 - 28

<b>10/22/2023</b>	<b>National Color Day (October 22)</b>  Share a photo of your favorite color and explain why you love it. Share tips on how to use color in your home décor or wardrobe.  <b>Suggested Hashtags:</b> #NationalColorDay #ColorLovers #ColorInspiration
<b>10/23/2023</b>	<b>Product Spotlight</b>  Highlight one of your best-selling or favorite products, explaining its benefits and why customers love it.  <b>Suggested Hashtags:</b> #ProductSpotlight #ProductFeature #CustomerFaves #MustHaveProduct #ProductPerks

## October 2023 Direct Sales Content Calendar

<b>10/24/2023</b>	<b>Diwali (October 24)</b>  Share a post about the history and significance of Diwali. Share photos of Diwali celebrations. Share recipes for traditional Diwali foods.  <b>Suggested Hashtags:</b> #Diwali #FestivalOfLights #DiwaliCelebration
<b>10/25/2023</b>	<b>Party Hosting Invitation</b>  Invite your followers to host a party or event and explain the benefits and rewards they can earn.  <b>Suggested Hashtags:</b> #PartyInvitation #HostRewards
<b>10/26/2023</b>	<b>National Pumpkin Day (October 26)</b>  Share a recipe for your favorite pumpkin dish or share tips on how to carve a pumpkin. Share a photo of your favorite pumpkin decoration or pumpkin-themed products.  <b>Suggested Hashtags:</b> #NationalPumpkinDay #PumpkinLovers #FallSeason
<b>10/27/2023</b>	<b>National Mentoring Day (October 27)</b>  Share a story about your mentor or how you became a mentor. Share tips on how to be a good mentor. Encourage your followers to find a mentor or become a mentor themselves.  <b>Suggested Hashtags:</b> #NationalMentoringDay #Mentoring #Mentorship

<b>10/28/2023</b>	<b>National First Responders Day (October 28)</b>  Show appreciation for first responders. Consider creating a product bundle to donate to first responders that customers can sponsor.  <b>Suggested Hashtags:</b> #NationalFirstRespondersDay #ThankAFirstResponder #FirstResponders
-------------------	---

**Week 5: October 29 - 31**

<b>10/29/2023</b>	<b>Successful Party Review</b>  Share a review or testimonial from a successful party host, highlighting their positive experience and results.  <b>Suggested Hashtags:</b> #PartySuccess #HostReview
<b>10/30/2023</b>	<b>National Checklist Day (October 30)</b>  Share a checklist of everything you need to do to host a successful party.  <b>Suggested Hashtags:</b> #NationalChecklistDay #Checklists #PartyPlanning



<b>10/31/2023</b>	<b>Halloween (October 31)</b>  Share your Halloween costume, decor, or a recipe for your favorite Halloween treat. Show off the products that enhanced your fun.  <b>Suggested Hashtags:</b> #Halloween #TrickOrTreat #HalloweenFun
-------------------	---

Make sure to explore all of Photofy's marketing resources for direct sales consultants and use our app to effortlessly create and schedule your posts.

<https://photofy.com/blog>

With Photofy, you've got the tools to make October 2023 a phenomenal month for your social media presence! Happy posting! 😊